



Maricopa County Community Health Improvement Plan

Where We Learn

Education Cloud
Group Meeting Notes on
DRAFT Goals and
18-Month Milestones

Dec. 13, 2012

Education Cloud Participant List

*Following are list of community organizations that have expressed interest in the Maricopa County CHIP Education cloud workgroup. Organizations marked with an * attended the Dec. 13, 2012 workgroup meeting and contributed to items recorded in this meeting notes report.*

Arizona Department of Education
Arizona Department of Health Services*
Arizona in ACTION
Arizona Living Well Institute*
Arizona Small Business Association
Arizona State University
Cave Creek Unified School District
Consulate General of Mexico in Phoenix
First Baptist Children's Center
First Things First
Health-eOptions, LLC*
Maricopa Community Colleges*
Maricopa County Department of Public Health*
Native Health
Phoenix Fire Department*
Phoenix Veteran's Administration HCS
Processed-Free America
Rancho Solano Preparatory School*
RBS
RPG Medical Holdings
Scottsdale Healthcare*
The Area Agency on Aging, Region One

Community Health Improvement Plan (CHIP)

Education Cloud

Dec. 13, 2012

Following is feedback from attendees collected at the beginning of the session related to implementing preventive health strategies within the Education cloud.


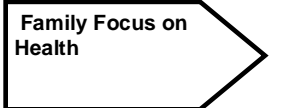


Strengths	Challenges
<ul style="list-style-type: none">• Statewide reach• Funding with ADHS to reach these goals• Private companies are interested; timing is right• Corporations like Home Depot willing to donate items such as plants for community/school gardens• Reach all age groups• Education for medical personnel• Innovative practices and programs existing that could be replicated• Parent involvement groups that are interested in helping• Trusted health org./ providers like Phx Fire and others to deliver services/message to kids & families	<ul style="list-style-type: none">• Health is not a priority in most schools• Time; so much competition for what to prioritize• Limited funding• Lack of follow-through• Embedding the programs• Lack of follow through after the school day• Need more policies around health and wellness in schools• Lack of health class requirement in college-level coursework to prepare them as they transition into adulthood/parenthood• Lack of innovation in bringing nutrition and physical activity throughout the schools• No body for mandates locally, only districts• Nobody wants to be under the same umbrella• Public/private/charter schools have no coordinated efforts• Coordinating efforts while maintaining organizational individuality

What accomplishments would you like to see in next 18 months to address health priorities?

CHIP Education Cloud Participants: Dec. 13, 2012

Formalize public health in Schools/Create Champions	Parent Education	Policies (scheduled to be addressed in Year 2-3)	Leveraging Resources/Connect to Healthcare	Data
<ul style="list-style-type: none"> • A health agenda in school year calendar • Create a health requirement or benchmark for every subject (math, science, etc.) • Incorporate public health education into high school graduation requirement (community service) • Develop youth ambassadors—using social media • Parent ambassador armies • “Model districts” provide Technical assistance to striving districts • School/admin conference focusing on health (incentivize) • Leadership structure w/in school hierarchy • Signed commitment letters from figureheads (esp. Elected superintendents, school boards) • Sports organizations as champions for health • Training of trainers on physical activity integration • Parent incentives for education (nutrition and physical activity) 	<ul style="list-style-type: none"> • Linkage of nutrition, physical activity/child health info. to workplace wellness programs • Messaging: health working with academics • Education to families of kids in schools about immunizations • Obesity prevention via technology: engage parents/families • Produce parent incentives for education (nutrition and physical activity) • Outreach through parent teacher conferences/events • School health practices are family supported 	<ul style="list-style-type: none"> • Convening/coordinating around physical education—best practices to develop policy/research to improve PE • Increase minutes of daily physical activity • Create solid nutrition guidelines pre-K to adult education • Create more opptys. For walking/biking to school 	<ul style="list-style-type: none"> • Social media campaigns for current programs • Access to playgrounds after school hours • Community/school gardens • Comprehensive resources available at any public health event • Push to get funding from private organizations (Home Depot) • Public/private partnerships Memorandum of Agreement between schools and community-based organizations • School-based clinics • Incorporate a complete physical for each child annually (required)—partnership with medical community 	<ul style="list-style-type: none"> • Identify status of School-based Health Clinic (SBHC); oppt for leveraging or expanding <ul style="list-style-type: none"> • Conduct BMI screenings in schools • Measurable healthy policy implementation

DRAFT 18-Month Timeline of Accomplishments for Maricopa County CHIP: Education Cloud*

Team Name/Workgroup Participants	Quarter I Jan-Mar 2013	Quarter II April-Jun 2013	Quarter III July-Sept 2013	Quarter IV Oct.-Dec. 2013	Quarter V Jan.-Mar 2014	Quarter VI Apr-June 2014	GOAL
 <p>"We are the Champions" Formalize public health in schools/create Champions</p> <p>Group: Monica, Patricia, Fatimah, Becky</p>	<ul style="list-style-type: none"> Elements of a "model school district" identified Curriculum finalized for: parent ambassadors, youth ambassadors, and train the trainers (teachers) for physical activity implementation Public health benchmarks identified 	<ul style="list-style-type: none"> Subject specific lesson plans for public health benchmarks compiled Agenda for administration conference finalized 	<ul style="list-style-type: none"> School administrator conference held Signed public health agenda commitment letters from X districts 	<ul style="list-style-type: none"> Model districts provided training/tech assistance to striving districts 	<ul style="list-style-type: none"> X schools reaching public health benchmarks 	<ul style="list-style-type: none"> Evaluate program effectiveness Market the program to policymakers 	<p>Raising the public health profile in schools</p> <ol style="list-style-type: none"> Model Schools/Districts Publicly-recognized health champions Training Programs Classroom Implementation
 <p>Family Focus on Health</p> <p>Group: Cory, Michele, Julie</p>	<ul style="list-style-type: none"> Identified reputable resources to help guide development of tool (registered dietitians, some CDC programs—evidence-based) 	<ul style="list-style-type: none"> Created learning modules for tool: --ID landing site (MCDPH?) --nutrition/physical activity/immunizations/overall benefits/tobacco --(March-Aug., launch Sept.) 		<ul style="list-style-type: none"> Market learning oppty. w/worksites wellness programs and school districts. Incentivize completion of learning modules. (Summer/Fall 2013) 		<ul style="list-style-type: none"> Continuous improvement: Connection to resources (Parent Advocate Program/ Parent Ambassadors, conferences, events)--ongoing 	<p>Create an online tool/resource targeting family health</p>
 <p>Leveragers</p> <p>Group: Brenda, Anna, Melanie, Arnold</p>	<ul style="list-style-type: none"> Identified participants in program Identified 3 youth coalitions who will take on project 	<ul style="list-style-type: none"> Identified funding opportunities Political champions 	<p>Developed volunteer base</p>	<p>Build and grow gardens</p>		<p>Social media event to market gardens/success</p>	<p>Implement 3 model community school gardens that are replicable</p> <ol style="list-style-type: none"> Media Funding Networking
 <p>Data</p> <p>Group: Mara</p>	<ul style="list-style-type: none"> Inventoried status of SBHCs <p>*MCDPH Checkpoint: coordinate data with other cloud groups</p>	<ul style="list-style-type: none"> Made the case for schools collecting BMI: get them on board (parents and schools) Collected school wellness policies (w/ Az Dept of Ed.) 	<ul style="list-style-type: none"> Shared information status of SBHC Organized inventory action steps associated w/policy implementation 	<ul style="list-style-type: none"> Schools developed appropriate mechanism/timeline for BMI collections (pre- and post year) 	<ul style="list-style-type: none"> Described successes and challenges faced by SBHCs <p>*MCDPH Checkpoint: coordinate data with other cloud groups</p>	<ul style="list-style-type: none"> Information is organized to support the school's "story" (i.e., BMI data) by the numbers/outcomes related to policies/programs Monitor over time, evaluated successes and challenges 	<p>Meaningful data tracking and evaluation that supports all activity goals of education.</p> <ol style="list-style-type: none"> Trackable system to monitor policy implementation Monitor (#, type, location, Services) School-based Healthcare Clinics Schools voluntarily share BMI data

*12/13/12 Where We Learn, External CHIP Action Planning Session, DRAFT Concepts as presented by meeting participants

Resources

Following are a list of Resources shared at the CHIP Education Cloud Meeting on 12-13-12. This list will continue to be populated as workgroup members share resources at the ongoing CHIP planning meetings.

NFL Play 60

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with an impressive roster of partner organizations. In addition to national outreach and online programs, NFL PLAY 60 is implemented at the grassroots level through NFL's in-school, after-school and team-based programs. <http://www.nfl.com/play60>

Maricopa County Public Health Dept.: www.WeArePublicHealth.org – The Office of Performance Improvement has a web page under “[Performance Improvement](#)” that has information and reports related to the Community Health Assessment/Community Health Information Plan. The Community Health Assessment outlines the process that prioritization that took place over an 18-month period to identify the 5 Priority Health Outcome Areas for Maricopa County to be addressed in the CHIP: Obesity; Diabetes; Cardiovascular Disease; Lung Cancer; and Access to Care.